

**Bangladesh Honda Private Limited**

Factory : Abdul Monem Economic Zone, Char Baushia

Gazaria, Munshiganj-1510, Bangladesh.

Office : Crystal Palace (12th Floor), House # 22

Road # 140, Gulshan-1, Dhaka -1212, Bangladesh

Phone : +880-2-9858361

Website : www.bdhonda.com

Press Release

No: 81 PR/BHL/2018

Dhaka, November 26, 2018

**Honda CB Hornet 160R Announced "Thank You Gift Campaign"**

Honda CB Hornet 160R, the most rocking model in the naked street sports bike segment, has clocked more than 10,000 customer's hearts in a very swift time since launching. Bangladesh Honda Private Limited (BHL) announced "Thank You gift campaign" to celebrate the fastest growing Hornetian breeding from November 26, 2018 to 31<sup>st</sup> December 2018. Under this campaign each new purchaser will enjoy the cool free gift packs of four items including - 1 unit Honda Branded Jacket, 1 unit Hornet Branded T-shirt, 1 unit Honda Branded waist Bag and 1 Unit Honda genuine engine oil worth of BDT. 3135.

Raw, Real, Ripped and Rocking, the CB Hornet 160R offers enhanced sporty character with 3 new electrifying accents and colors- Striking Green, Sports Red & Athletic Blue Metallic complemented by unique muscular tank, wide rear tire, petal disc brake, x shaped LED tail light, five spoke split alloy wheels and striking rim stripes which makes it a complete charmer. Powered by a 163cc engine, the CB Hornet 160R boasts 15.3 ps net power and 14.76 nm torque, as maximum powerful in this segment. Specially designed to deliver good low end torque, the advanced engine also achieves a compression ratio of 10:1, delivering the right punch of power. Further, its engine is equipped with a counter balancer to reduce the vibrations produced in engine. BHL offer CB Hornet 160R with attractive warranty policy of "2 years or 20,000 km" whichever comes earlier, with four free Services at all Honda Exclusive Authorized dealer nationwide. The retail price of the CB Hornet 160R is 199,800 BDT.

The advertisement banner features a central image of the Honda CB Hornet 160R motorcycle. To the left, the text reads "HONDA The Power of Dreams" and "RAW. REAL. RIPPED. ROCKING". Below this, the "HORNET 160R" logo is displayed with the tagline "BUILT AFTER YOU". To the right of the motorcycle, a large "THANK YOU" message is followed by "WE ARE CELEBRATING THE FASTEST GROWING HORNETIANS BREED & GRAB COOL FREE GIFTS WITH EVERY PURCHASE". Below the motorcycle, four small images highlight key features: "MUSCULAR TANK WITH SPORTY GRAPHICS", "X-SHAPED LED TAIL LIGHT", "15.3 PS MAX POWER 14.8 NM MAX TORQUE", and "140mm WIDE REAR TYRE". The price "Price: BDT 199,800" is prominently displayed. On the far right, four circular icons represent the free gifts: a T-shirt, a jacket, a waist bag, and engine oil.

Faithfully Yours

Yuichiro Ishii

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)

Faithfully Yours

Yuichiro Ishii

Managing Director and CEO

Bangladesh Honda Private Limited (BHL)